

## INVOICE

June 30, 2010

Invoice #7681

Davidson County Clerk  
523 Mainstream Drive  
Nashville, TN 37238

### **Description:**

Public Relations Strategic Plan and Implementation: \$9,600.00  
June 30, 2010 – February 28, 2011

**Scope of Services:** Public Relations awareness campaign in Davidson County. Focus: Programs, special activities and events under the leadership of John Arriola. The campaign will highlight the Davidson County Clerk's office new programs such as the offering of birth certificates and meeting the demand for marriage certificates and ceremonies as a convenience to Nashville citizens.

*The campaign will also include other services and programs such as:*

Motor Vehicle Registration  
Boat and Trailer Registration  
Emissions Testing  
Motor Vehicle Dealer Support  
Business Tax License  
Hotel/Motel Tax Collection  
Marriage License  
Notary Public issuance  
Liquor by the Drink License  
Catering License to sell alcohol  
Pawnbroker License  
Sidewalk Encroachment Permit  
Drivers License Renewals

The County Clerks office requires assistance in making Davidson County residents aware of these new programs as well as the improvements of many other programs. These added services and improvements to the County Clerk's office demonstrate the efficiency and excellent management provided by John Arriola.

Please remit to: The Andrews Agency, 209 10<sup>th</sup> Avenue South, Suite 323,  
Nashville, TN 37203

*Phil – This is a proposed  
plan and not all  
was implemented,  
Susan*

John Arriola – Davidson County Clerk  
Public Relations timeline and plan  
August 2010 – February 2011

**Situation Analysis:**

The Davidson County Clerk's (DCC) office maintains a friendly, efficient office, providing a myriad of services. John Arriola used his first four-year term to focus on streamlining existing processes, as well as developing new services to better serve residents of Davidson County.

**Goals & Objectives:**

The Andrews Agency will focus on the following broad goals over the course of seven months:

- Educating Davidson County residents of existing DCC services
- Bringing attention to the new DCC services
- Publicizing the DCC main office's move to the Fulton Complex
- Focusing on John Arriola as a public official, bringing name and face recognition to front of mind
- Developing media training and readiness for enter DCC staff
- Preparing talking points for John Arriola as needed for media coverage
- Improve consistent communications with existing customers

**Public Relations Plan:**

The Andrews Agency will implement the following plan to achieve goals set by Agency and DCC. Timeline and areas of emphasis can be adjusted as needed.

**Areas of focus:**

- Full scope of County Clerk's office
- Education on functionality and convenience of existing DCC services (drivers licenses, marriage certificates, permits, business licenses, etc.)
- Introduction of new DCC services, all developed for residents' convenience (passports, birth certificates)
- Prepare DCC staff for media coverage – training and readiness, including a 'one sheet' for what to do when media approach
- Prepare John Arriola for media coverage – Agency will craft talking points as needed, as well as prepare him for interviews
- John Arriola as an elected official – highlight his achievements and goals, as well as human interest focus (such as his choice to perform weddings)

- Move to Fulton Complex – work with city to communicate the move, as well as visibility/accessibility of the new office. Create a beautiful ‘welcome’ sign with name and photo at the entryway.
- Customer communication – create a way for them to ‘sign up’ for more info from DCC; aid in creating content for eblasts
- Work with Anderson Design to circulate the new logo/look

#### **Story ideas:**

- ‘Meet’ the DCC Office – focus on the full spectrum of services offered, including ease of web renewals. Provide list of FAQ and tips.
- John Arriola reelection story – profile of John, including his work accomplished in first four years.
- Story on necessity of DCC – if you live in Davidson County, you must use the office at some point.
- Introduction of new services.
- New DCC location – work with city to pitch a story on all three countywide agencies being under one roof.

#### **Special events:**

- Plan a special day to highlight each service offered in the main office. Have a related celebration in conjunction with each. For example:
  - Valentine’s Day – highlight marriage certificates. John will perform ceremonies, and there will be a photographer and ‘reception’ with cake, punch, etc.
  - Columbus Day – highlight passports. Encourage people to renew to ‘explore the world.’ Have each staff member wear a sticker or nametag boasting his/her hometown, have displays with world maps, or maybe some goodies from other countries.
  - Motor Vehicle Day – highlight all the services involving vehicles. Maybe use the opportunity to encourage vehicle safety and emissions. Have handouts such as tire pressure gauges and other necessary tools for car safety.
  - Hotel/Motel Day – highlight hotel/motel services. Invite local hotels to hand out discount certificates for those who visit the office that day.
  - Military Day – special wedding ceremony?

We can develop more of these as needed, if you like the idea.

Talking points – John Arriola ceremony

Wednesday, September 1, 7:00 a.m.

Davidson County Clerk John Arriola beginning second term. His first term successfully developed the addition of online vehicle registration renewal, driver's license renewals, and complete passport services. The Davidson County Clerk's office is currently the only location in Nashville that offers complete passport services, including photos with out an appointment, and soon we will be adding birth certificate services to the list.

Currently located at 523 Mainstream Drive, the main office will move to the newly renovated Fulton Complex in November 2010. The centralized location will be convenient for Davidson County residents. Also housed on the same floor will be Charlie Cardwell, Trustee, and George Rooker, Property Assessor. This is the first time all three elected officials who provide service to general public will be in one location.

The Davidson County Clerk's office offers a variety of services for residents, including motor vehicles, business tax registration, marriage licenses, hotel/motel services, notary, driver's license renewals, passports and liquor by the drink licenses.

There are four satellite offices for motor vehicle services in addition to the main office.

FOR IMMEDIATE RELEASE

Contact: Amanda Virgillito Saad  
The Andrews Agency  
615.242.4400  
[amandasaad@andrewsagencypr.com](mailto:amandasaad@andrewsagencypr.com)

## **John Arriola begins second term as Davidson County Clerk**

September 8, 2010 – John Arriola entered his second term as Davidson County Clerk on Wednesday, September 1, during a ceremony presided by the Judge William E. (Bill) Higgins. The ceremony was witnessed by more than 80 employees, all of whom took an Oath of Deputy to serve the community.

During Arriola's first term, which began in 2006, he developed the addition of online vehicle registration renewal, driver's license renewals, and complete passport services. The Davidson County Clerk's office is currently the only location in Nashville that offers complete passport services, including photos without an appointment.

In his second term, Arriola hopes to introduce birth certificates to the growing list of services provided by the Davidson County Clerk's office. This term also will see the relocation of the main office, which will move into the newly renovated Howard office building at Fulton Campus in winter 2010.

"It's an honor to continue serving Davidson County," said Arriola. "Virtually every resident must use the County Clerk's office at least one per year, and it's my mission to make that process convenient and enjoyable. The addition of online services has received great feedback from those with busy schedules, and those who visit our physical locations should have a friendly, efficient experience. I'll continue to evaluate opportunities to streamline existing services, as well as add new services for the community."

Arriola served as Vice President of Nashville Memorial Hospital prior to his term as Davidson County Clerk. In 1990 he was elected to the Tennessee House of Representatives, and served as State Representative for the 53rd District for twelve years, six of which he held a leadership position as Assistant Majority Leader. Arriola also operates Couser's, a family-owned restaurant on Nolensville Pike.

The Davidson County Clerk's office offers a variety of services for residents, including motor vehicles, business tax registration, marriage licenses, hotel/motel services, notary, driver's license renewals, passports and liquor by the drink licenses. The main office is located at 523 Mainstream Drive, open Monday-Friday, 8:00 a.m. to 4:30 p.m. There are four satellite offices for motor vehicle services in addition to the main office.

For more information, visit [www.dcclerkonline.com](http://www.dcclerkonline.com).

## Amanda Saad

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**From:** Amanda Saad  
**Sent:** Thursday, October 07, 2010 10:58 AM  
**To:** 'john.arriola@nashville.gov'  
**Cc:** 'Saad, Jonathan (County Clerk)'; 'Lewis, Colin (County Clerk)'; Susan Andrews  
**Subject:** radio interview - Sunday

Hi John,

Your interview with Barbara Dab will air this Sunday, October 10. It will air at 5:30 a.m. on WGFX 104.5 FM and at 6:00 a.m. on WDKF 103.3 FM. Sometime next week the interview should be available online at [www.zoneabouttown.wordpress.com](http://www.zoneabouttown.wordpress.com).

Can't wait to hear it.

Amanda

Amanda Virgillito Saad  
**The Andrews Agency**  
209 10<sup>th</sup> Avenue South, Suite 323  
Nashville TN 37203  
O: 615.242.4400  
F: 615.242.4404  
[www.andrewsagencypr.com](http://www.andrewsagencypr.com)

## Amanda Saad

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**From:** Amanda Saad  
**Sent:** Wednesday, October 13, 2010 3:53 PM  
**To:** 'john.arriola@nashville.gov'  
**Cc:** 'Saad, Jonathan (County Clerk)'; 'Lewis, Colin (County Clerk)'; Susan Andrews  
**Subject:** November 15 - North Precinct

Hi John,

Susan and I met this week about the opening of the North Precinct location on November 15. Jonathan asked us to give some thoughts and suggestions on the date, time, etc. We don't foresee an issue with the November 15 date, but recommend something midday for best chance of getting media coverage – maybe lunchtime? If you want to connect to the community, perhaps make it a lunch open house and work with a locally owned restaurant in that neighborhood to provide food. They may do it at a discount or donate in exchange for the exposure.

As far as press, a ribbon cutting is not a riveting image. What if we strategically selected the first person to get their tags renewed at this location? Maybe a person of note from the community or local celebrity of some kind? I think that would make for a really interesting photo op. Is there a councilperson, business owner or anyone else that comes to mind?

Please let us know as details develop. Ideally we'd get a release out about two weeks in advance, then follow up for day-of coverage.

Thanks!  
Amanda

Amanda Virgillito Saad  
**The Andrews Agency**  
209 10<sup>th</sup> Avenue South, Suite 323  
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## Amanda Saad

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**From:** Amanda Saad  
**Sent:** Monday, October 25, 2010 2:24 PM  
**To:** 'Arriola, John (County Clerk)'  
**Cc:** Saad, Jonathan (County Clerk); Lewis, Colin (County Clerk)  
**Subject:** RE: release for review  
**Attachments:** Davidson County Clerk opens North Precinct location - FINAL.doc

Thanks, John.

I'm attaching a final version for your records – it's going out to media shortly.

**From:** Arriola, John (County Clerk) [mailto:John.Arriola@nashville.gov]  
**Sent:** Monday, October 25, 2010 6:24 AM  
**To:** Amanda Saad  
**Cc:** Saad, Jonathan (County Clerk); Lewis, Colin (County Clerk)  
**Subject:** RE: release for review

Amanda,

I made some changes and placed the "marked up" version in Mr. Saad's in-box.

JArriola

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**From:** Amanda Saad [mailto:amandasaad@andrewsagencypr.com]  
**Sent:** Friday, October 22, 2010 10:38 AM  
**To:** Arriola, John (County Clerk); Saad, Jonathan (County Clerk); Lewis, Colin (County Clerk)  
**Cc:** Susan Andrews  
**Subject:** release for review

Hi John,

Attached is a draft press release announcing the new North Precinct location. Please take a look, letting me know if there are any changes/suggestions. I have highlighted two areas in red that need clarification – something Jonathan or Colin could take care of, I believe. I'd love to get this out Monday. I'll also send an additional advisory to the TV stations the day before to request coverage.

Thanks!  
Amanda

Amanda Virgillito Saad  
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FOR IMMEDIATE RELEASE

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[amandasaad@andrewsagencypr.com](mailto:amandasaad@andrewsagencypr.com)



## Davidson County Clerk to open North Precinct location

October 25, 2010 – John Arriola, Davidson County Clerk, announces the opening of a North Nashville satellite office, located at 2231 26th Ave. North, Nashville, TN 37208. A grand opening celebration, which is free and open to the public, will take place Wednesday, November 17, 12:00-1:00 p.m.

Housed in the same space at the North Nashville Police Precinct, this satellite location will offer new vehicle registration, vehicle registration renewals, duplicate registrations and title transfers. The main office, currently located at 523 Mainstream Drive, will move to the newly renovated Howard office building at Fulton Campus in by the end of 2010.

“The County Clerk’s Office is committed to serving all Davidson County residents with convenient locations and excellent customer service,” said Arriola. “We knew moving the main office would impact those living in North Nashville communities, so it was an easy decision to open the North Precinct location.”

The North Precinct satellite office is open Monday – Friday, 9 a.m. to 5 p.m.

The Davidson County Clerk’s office offers a variety of services, including motor vehicles, business licenses, marriage licenses, hotel tax collection, notary registration, driver’s license renewals, passports and liquor by the drink licenses. The main office is located at 523 Mainstream Drive, open Monday-Friday, 8:00 a.m. to 4:30 p.m. There are now five satellite offices for motor vehicle services in addition to the main office.

For more information, visit [www.nashvilleclerk.com](http://www.nashvilleclerk.com).

## Arriola, John (County Clerk)

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**From:** Amanda Saad <amandasaad@andrewsagencypr.com>  
**Sent:** Friday, November 05, 2010 2:20 PM  
**To:** Arriola, John (County Clerk)  
**Cc:** Susan Andrews; Saad, Jonathan (County Clerk)  
**Subject:** North Precinct press update

Hi John,

Hope you're doing well. Here's a rundown of where we stand with press surrounding the North Precinct grand opening on Nov. 17.

I sent the press release out on October 25 to all major area news outlets, including print, radio and TV. The Nashville Post hit came as a result of that.

Next week, I plan to make phone calls to personally invite media to attend for news coverage. This includes Tennessee Tribune and Nashville Pride. We should have someone on hand to take photographs as well. That way I can circulate the photos with the release to those who can't attend. Some strategic photos should be set up, including representation from the community. I believe there was talk of a councilperson attending – that's what we're looking for.

On Monday the 15<sup>th</sup>, I'll invite TV stations to come cover. They have the date on file, but they don't plan coverage until the day or so before. What I need to be able to pitch them is a great visual. A simple ribbon cutting is not going to elicit excitement. If we can have someone of note renewing his/her tags at the new station, then giving remarks about how this is a great location, that would be ideal. Is that something we can set up?

We'll want you on hand for remarks, but in this instance it's even better to have someone else who lives in that area to say just how wonderful you are!

If you want to meet next week to go over any specifics, please let me know. We're here to help – use us!

Thanks  
Amanda

Amanda Virgillito Saad

The Andrews Agency

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Nashville TN 37203

O: 615.242.4400

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## Amanda Saad

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**From:** Amanda Saad  
**Sent:** Monday, November 15, 2010 11:32 AM  
**To:** 'Arriola, John (County Clerk)'  
**Cc:** 'Saad, Jonathan (County Clerk)'; Lewis, Colin (County Clerk)  
**Subject:** draft - advisory for Wednesday  
**Attachments:** media advisory - North Precinct grand opening 11-15-10.doc

Hi John,

I'm attaching a draft advisory, which I'd like to send out to media this afternoon or tomorrow morning. This will serve as a follow up to the initial release, and a direct request for coverage. I've been in communication with the Tribune already, but I have not yet shared with anyone that Edith Taylor Langster will participate. I wanted to be sure that element was confirmed, and now that it is I think it gives us leverage for coverage.

Please let me know if you have any notes. Once it's approved I'll send out immediately.

Thanks!

Amanda

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Contact: Amanda Virgillito Saad  
The Andrews Agency  
615.242.4400 office  
615.482.4677 cell  
[amandasaad@andrewsagencypr.com](mailto:amandasaad@andrewsagencypr.com)



## **MEDIA ADVISORY – DAVIDSON COUNTY CLERK’S OFFICE**

### **November 15, 2010**

**Who:** Davidson County Clerk’s office  
**What:** Grand opening of North Precinct satellite location  
**When:** Wednesday, November 17; 12:00 – 1:00 p.m.  
**Where:** 2231 26th Ave. North, Nashville, TN 37208  
**Why:** John Arriola, Davidson County Clerk, arranged for this satellite location to serve the North Nashville community. The main office, currently located at 523 Mainstream Drive, will move to the newly renovated Howard office building at Fulton Campus in by the end of 2010. Arriola felt it was important to maintain a location in this part of Nashville.  
**Additional details:** The event is free and open to the public. Remarks will be made promptly at 12:00 p.m.

#### **Photo opportunities:**

- Edith Taylor Langster, Metro councilmember for District 21, and Frank Harrison, Metro councilmember for District 2, support this news and will be in attendance for the festivities.
- Davidson County Clerk John Arriola will be on site for remarks and media interviews.
- **Edith Taylor Langster will renew her vehicle registration during this event, commemorating the opening as the first person to use the North Precinct location.**

**For coverage:** Please arrive no later than 12 p.m. for setup. If you have questions regarding coverage, please contact Amanda Saad at 615-482-4677. I appreciate your consideration.

## Amanda Saad

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**From:** Amanda Saad  
**Sent:** Wednesday, November 17, 2010 4:35 PM  
**To:** 'Arriola, John (County Clerk)'  
**Cc:** 'Saad, Jonathan (County Clerk)'  
**Subject:** TN Tribune interview

Hi John,

I wanted to be sure you had the name of the Tennessee Tribune reporter who will be calling you tomorrow. Her name is Janice Malone, and she was in attendance today. I told her call you anytime after 12 pm Central time.

Thanks!  
Amanda

Amanda Virgillito Saad  
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FOR IMMEDIATE RELEASE

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615.242.4400  
[amandasaad@andrewsagencypr.com](mailto:amandasaad@andrewsagencypr.com)



## **Davidson County Clerk's main office relocates to Howard Office Building**

November 30, 2010 – John Arriola, Davidson County Clerk, announces the move of the main branch office to the Howard Office Building at Fulton Complex, 700 2<sup>nd</sup> Avenue South, effective Monday, December 20, 2010. The current main office, located at 523 Mainstream Drive, will close at the end of Thursday, December 16, and both offices will be closed Friday, December 17 to allow for the move. Business hours at the new location will remain Monday-Friday, 8:00 a.m. to 4:30 p.m.

The move is part of the Metropolitan Government of Nashville's plan to move several offices to the newly renovated Howard Office Building. The Davidson County Clerk's office will be located on the main floor accessible from ground level, and for the first time will be housed in the same building as the other two elected officials who provide service to the general public, Charlie Cardwell, Trustee, and George Rooker, Property Assessor.

"I'm genuinely excited to move to this newly renovated facility," said Arriola. "The new offices will allow our staff to serve the public in a convenient manner. This space is centrally located and easily accessible from the interstate. It's also a benefit to be close to other government offices."

Arriola, who entered his second term as Davidson County Clerk in November 2010, introduced online vehicle registration renewal during his first term. This is the first of several online services to come. Additionally, Arriola added driver's license renewals and complete passport services.

"These services fill a necessity for Davidson County residents, and our office has worked expediently to offer as many as possible in one location. We understand that time is valuable, and we are constantly looking for ways to make the process easy and convenient," said Arriola.

The Davidson County Clerk's office recently opened the North Precinct branch office at 2231 26th Avenue North. This location is closest to the former main office and will serve as a convenient location for citizens of the Metro Center area.

The Davidson County Clerk's office offers a variety of services, including motor vehicles, business licenses, marriage licenses, hotel tax collection, notary registration, driver's license renewals, passports and liquor by the drink licenses. In addition to the main office, there are five satellite offices for motor vehicle services. For more information, visit [www.nashvilleclerk.com](http://www.nashvilleclerk.com).

## Arriola, John (County Clerk)

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**From:** Amanda Saad <amandasaad@andrewsagencypr.com>  
**Sent:** Thursday, December 09, 2010 10:38 AM  
**To:** Arriola, John (County Clerk)  
**Cc:** Saad, Jonathan (County Clerk); Lewis, Colin (County Clerk); Susan Andrews  
**Subject:** meet?

Hi John,

Well, this baby is coming in about three weeks – or more, or less! I'd love to meet briefly next week go over press surrounding the main office move. I'm happy to report that the Tennessean does plan to cover the office move with a positive story. Right now the plan is a news story plus a great column from Gail Kerr. I'm still waiting for further details, but I'd love to go over talking points in advance. I also plan to follow up with the TV stations – I'm hoping we can get at least one to come out for a tour of the space next Friday.

This meeting will also be a good time for us to go over key dates and plans for early 2011, including the open house in January and Valentine's Day. I'll continue working from home during maternity leave, but it will be helpful to have a good idea of what's impending in your office.

Is there a particular day/time that works best for you? I can come to your office. I'm free Monday anytime after noon, or Tuesday anytime before noon.

Thanks!  
Amanda

Amanda Virgillito Saad  
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## Amanda Saad

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**From:** Amanda Saad  
**Sent:** Friday, December 10, 2010 9:51 AM  
**To:** 'Arriola, John (County Clerk)'  
**Subject:** RE: meet?

Dads just don't get much of a say, do they? ☺

How about we meet Tuesday at 9 a.m.?

**From:** Arriola, John (County Clerk) [mailto:John.Arriola@nashville.gov]  
**Sent:** Friday, December 10, 2010 8:11 AM  
**To:** Amanda Saad  
**Cc:** Jessica Arriola  
**Subject:** RE: meet?

Dearest Amanda,

Anytime next week is fine just let me know.

John Hernandez Arriola, Jr

p.s.

I tried to name my first born daughter, Isabella Gabriela Arriola

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**From:** Amanda Saad [mailto:amandasaad@andrewsagencypr.com]  
**Sent:** Thursday, December 09, 2010 10:38 AM  
**To:** Arriola, John (County Clerk)  
**Cc:** Saad, Jonathan (County Clerk); Lewis, Colin (County Clerk); Susan Andrews  
**Subject:** meet?

Hi John,

Well, this baby is coming in about three weeks – or more, or less! I'd love to meet briefly next week go over press surrounding the main office move. I'm happy to report that the Tennessean does plan to cover the office move with a positive story. Right now the plan is a news story plus a great column from Gail Kerr. I'm still waiting for further details, but I'd love to go over talking points in advance. I also plan to follow up with the TV stations – I'm hoping we can get at least one to come out for a tour of the space next Friday.

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Amanda

Amanda Virgillito Saad  
The Andrews Agency



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THE ANDREWS AGENCY, LLC

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December 15, 2010

Invoice #7740

Jonathan Saad  
Davidson County Clerk's Office  
523 Mainstream Drive  
Nashville, TN 37228

Batch # 2336458

PV 3375060

INVOICE

Description

Amount Due

**Advertising Media: North Precinct**

Nashville Pride

\$ 294.12

Tennessee Tribune

\$ 823.55

**Total Due:**

\$ **1,117.67**

Terms net 30 days.

Thank you for prompt payment.

## Amanda Saad

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**From:** Amanda Saad  
**Sent:** Wednesday, December 15, 2010 1:22 PM  
**To:** 'Arriola, John (County Clerk)'  
**Subject:** thanks

John,

I forgot to thank you for lunch yesterday! After the joking about the multiple bills being delivered, I didn't think about it again. You certainly didn't have to treat, but I appreciate it. Glad we had the opportunity to chat. See you Friday.

Amanda

Amanda Virgillito Saad  
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## **Arriola, John (County Clerk)**

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**From:** Amanda Saad <amandasaad@andrewsagencypr.com>  
**Sent:** Wednesday, December 15, 2010 2:04 PM  
**To:** Arriola, John (County Clerk)  
**Cc:** Saad, Jonathan (County Clerk); Lewis, Colin (County Clerk); Susan Andrews  
**Subject:** TV coverage  
  
**Importance:** High

Please mark your calendars:

THURSDAY – 3:15 p.m.

WSMV reporter Josh DeVine will come to the Metro Center location to get footage of the office being packed up. He wants to interview John at that time for the 10 p.m. news.

FRIDAY – 12:00 p.m.

WTVF will send a photographer to tour the new space and interview John.

WSMV reporter Josh DeVine will come back for a tour of the new space and likely another interview. Time TBD.

I'll keep you updated.

Thanks!

Amanda Virgillito Saad

The Andrews Agency

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## Amanda Saad

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**From:** Amanda Saad  
**Sent:** Wednesday, December 15, 2010 2:07 PM  
**To:** 'Arriola, John (County Clerk)'  
**Cc:** 'Saad, Jonathan (County Clerk)'  
**Subject:** update - WPLN story

Hi John,

I spoke with Blake Farmer today. He is still working on this story and said it likely won't air until after the new year. He'll keep me updated as it progresses. The angle of the story is indeed the law regarding marriages and how different county clerks are interpreting it. He is interviewing other county clerks in addition to you, as well as the woman who first filed the suit (Vanessa?). He assured me that it's not a negative piece, but more an observation of this law and how many people aren't aware it exists. He noted that it has the potential to be controversial because there are those who don't support any rights for immigrants, but for the most part it's just an observation.

He would like to get from you a sample statistic of the number of people per month you marry, as well as how many of those people do not have a SSN.

Please let me know how you'd like to proceed.

Thanks  
Amanda

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## Amanda Saad

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**From:** Amanda Saad  
**Sent:** Thursday, December 16, 2010 11:18 AM  
**To:** 'Arriola, John (County Clerk)'  
**Subject:** RE: this morning - Tennessean

I texted you about six times, but each time it bounced back as an incorrect number. I copied and pasted from your email, and Jonathan verified the number. Not sure what happened.

-----Original Message-----

**From:** Arriola, John (County Clerk) [mailto:John.Arriola@nashville.gov]  
**Sent:** Thursday, December 16, 2010 9:20 AM  
**To:** Amanda Saad  
**Subject:** RE: this morning - Tennessean

I'll be attending the Davidson County elected officials monthly breakfast but if I can get a number I will call her at 10 a.m. or whatever time is good for her. Please text me at [REDACTED] since I'm about to depart for the meeting.

John A

redacted

-----Original Message-----

**From:** Amanda Saad [mailto:amandasaad@andrewsagencypr.com]  
**Sent:** Thursday, December 16, 2010 9:15 AM  
**To:** Arriola, John (County Clerk)  
**Cc:** Saad, Jonathan (County Clerk)  
**Subject:** this morning - Tennessean

John,  
Tennessean reporter Stephanie Toone would like to interview you this morning for the story on the move. It would be between 10-11 via phone.  
Will that work for you? Please advise best time and contact number.

Thanks!  
Amanda

## Amanda Saad

---

**From:** Amanda Saad  
**Sent:** Thursday, December 16, 2010 2:59 PM  
**To:** 'Arriola, John (County Clerk)'  
**Cc:** 'Saad, Jonathan (County Clerk)'; Susan Andrews  
**Subject:** TN Tribune

Today's issue of the Tennessee Tribune features the County Clerk's office on the front page:  
[http://tennesseetribune.info/media/TN\\_TRIBUNE\\_DECEMBER\\_16\\_2010.pdf](http://tennesseetribune.info/media/TN_TRIBUNE_DECEMBER_16_2010.pdf)

I also have the tear sheets from the two weeks of ads that ran. I'm not thrilled with the print quality. I'll bring them to you to look over and we can discuss.

Thanks  
Amanda

Amanda Virgillito Saad  
The Andrews Agency  
209 10<sup>th</sup> Avenue South, Suite 323  
Nashville TN 37203  
O: 615.242.4400  
F: 615.242.4404  
[www.andrewsagencypr.com](http://www.andrewsagencypr.com)

## **MEDIA ADVISORY – DAVIDSON COUNTY CLERK’S OFFICE**

### **Friday, December 17, 2010**

**Who:** Davidson County Clerk’s office  
**What:** Main offices moving from Metro Center to Howard Office Building  
**When:** Friday, December 17, from 11:00 a.m. to 4:00 p.m.  
**Where:** 700 2<sup>nd</sup> Avenue South, Nashville TN, 37210  
**Why:** John Arriola, Davidson County Clerk, announces the relocation of the main office from the Metro Center location to the newly renovated Howard Office Building. The offices will be closed Friday for the move, and media are invited to tour the new space. The offices will reopen Monday, December 20. This move will impact all residents of Davidson County, as they utilize this office at least once annually.

#### **Photo opportunities:**

- John Arriola will be available for interview, describing the new space and transition.
- Media will be offered a tour of the new facility

#### **Additional opportunities:**

- If Friday coverage is not possible, we can arrange for interviews and tours on Monday, December 20, the first day of business in the new space.

**For coverage:** If you plan to send a photographer for coverage, please contact Amanda Saad at 615-482-4677 so that interviews can be scheduled. I appreciate your consideration.



## Amanda Saad

---

**From:** Amanda Saad  
**Sent:** Wednesday, December 29, 2010 9:39 AM  
**To:** 'Arriola, John (County Clerk)'  
**Cc:** Darling Husband; Lewis, Colin (County Clerk)  
**Subject:** Tennessean article

Here's a link to today's Tennessean article:

<http://www.tennessean.com/article/20101228/DAVIDSON/101228028/Howard-Office-Building-now-offers-Nashvillians-one-stop-shop>

You're well quoted and there's a good picture of you.

There's also a separate story on the green cars – you're quoted in that one, too:

<http://www.tennessean.com/apps/pbcs.dll/article?AID=201012280330>

Amanda Virgillito Saad  
The Andrews Agency  
209 10<sup>th</sup> Avenue South, Suite 323  
Nashville TN 37203  
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F: 615.242.4404  
[www.andrewsagencypr.com](http://www.andrewsagencypr.com)

## **MEDIA ADVISORY – DAVIDSON COUNTY CLERK’S OFFICE**

### **Monday, February 14, 2011**

**Who:** Davidson County Clerk’s office  
**What:** Valentine’s Day wedding ceremonies  
**When:** Monday, February 14, from 8:00 a.m. to 3:00 p.m.  
**Where:** 700 2<sup>nd</sup> Avenue South, Nashville TN, 37210  
**Why:** John Arriola, Davidson County Clerk, will perform wedding ceremonies on Valentine’s Day. Appointments are available; more information is listed at <http://dcclerkonline.com/marriage.php>. This annual event has become popular for area couples, and it highlights the marriage certificate service the DCC office offers. Additionally the DCC office conducts weddings every Friday, from 8:30 to 11:00 a.m.

#### **Photo opportunities:**

- John Arriola will perform more than 20 wedding ceremonies – great b-roll opportunity for Valentine’s Day coverage
- John Arriola will be available for interview, as well as happy newlyweds

**For coverage:** If you plan to send a photographer for coverage, please contact Amanda Saad at 615-482-4677 so that interviews can be scheduled. I appreciate your consideration.

LETTER OF AGREEMENT

March 1, 2011

John Arriola  
Davidson County Clerk's Office  
700 2<sup>nd</sup> Avenue South  
Suite 101  
Nashville, TN 37210

Dear John:

When signed by both parties, this will serve as a letter of agreement between the Davidson County Clerk's Office (client) and The Andrews Agency, LLC (agency) for public relations services.

It is agreed the agency will be responsible for strategic planning and implementation agreed upon by both parties. The agreement will begin March 1 through June 30, 2011 for a 4-month period.

It is further agreed the agency will invoice the client the first of each month of the agreement in the amount of \$1,500 with terms net 30 days. The public relations fee covers the staff time necessary to plan and implement the public relations program. Any out of pocket expense will be approved by the client in advance. Those expenses might include postage for mailings, photography, etc.

We appreciate your business and look forward to continuing our public relations efforts in 2011.

Best,

Agreed upon by client:

\_\_\_\_\_  
Susan Andrews Thompson (date)  
President  
The Andrews Agency, LLC

\_\_\_\_\_  
John Arriola (date)  
Davidson County Clerk

March 1, 2011

Invoice #7681

Davidson County Clerk's Office  
700 Second Avenue South  
Suite 101  
Nashville, TN 37210

**INVOICE**

<u>Description</u>		<u>Amount Due</u>
Public Relations Strategic Planning and Implementation	\$	6,000.00
Television Clipping Service - Valentine's Day		<u>107.95</u>
<b>Total Due:</b>	\$	<b>6,107.95</b>

Terms net 30 days.

Thank you for prompt payment.

## Amanda Saad

---

**From:** Amanda Saad  
**Sent:** Monday, March 07, 2011 11:37 AM  
**To:** 'Arriola, John (County Clerk)'  
**Cc:** 'Saad, Jonathan (County Clerk)'; 'Lewis, Colin (County Clerk)'; Susan Andrews  
**Subject:** birth certificate release - revised  
**Attachments:** Davidson County Clerk birth certificates 030111.doc

Hi John,

Hope you had a nice weekend. Attached is a revised version of the birth certificates press release, which includes notes from you and Colin. Please review, letting me know if you have additional changes. With your approval, I'll get to media today or tomorrow.

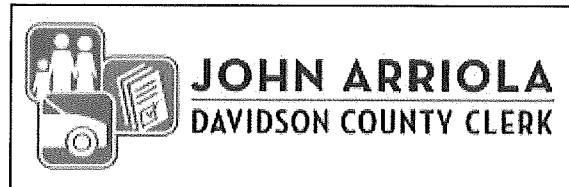
I'd like to get something out on Passport Day within the next couple weeks. Does that work for you?

Thanks  
Amanda

Amanda Virgillito Saad  
The Andrews Agency  
209 10<sup>th</sup> Avenue South, Suite 323  
Nashville TN 37203  
O: 615.242.4400  
F: 615.242.4404  
[www.andrewsagencypr.com](http://www.andrewsagencypr.com)

FOR IMMEDIATE RELEASE

Contact: Amanda Virgillito Saad  
The Andrews Agency  
615.242.4400  
[amandasaad@andrewsagencypr.com](mailto:amandasaad@andrewsagencypr.com)



## **Davidson County Clerk now offers birth certificate services**

March 7, 2011 – John Arriola, Davidson County Clerk, announces that the main office now offers certified short form copies of birth certificates to Davidson County residents.

The service, which began this month, is part of Arriola's initiative to provide an array of convenient, related services to customers. Certified copies of birth certificates are often necessary to complete other services offered by the Clerk's office, and until now customers had to travel to another office to complete this step.

"Nothing is more frustrating than traveling to an office and standing in line only to be told you need to go somewhere else first, so I'm working to make as many relevant services as possible available in our office," said Arriola. "My staff and I have worked hard to make the office a convenient, positive experience for all, and it's my hope that this added service is just another step in that direction."

On April 5, 2010, PC 712 was signed into law, allowing several Clerks' offices in the state of Tennessee to print certified short form copies of birth certificates for people born later than 1949, which is the first year short form certificates became available.

Arriola was part of a team who spearheaded this initiative. In addition to his work to make this legislation happen, Arriola has introduced passport services, driver's license renewals and online vehicle registration renewals during his term as Davidson County Clerk.

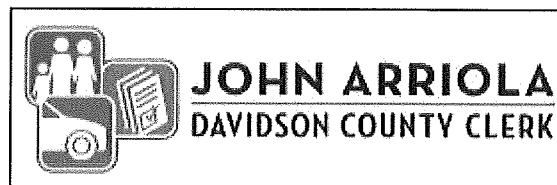
Certified copies of birth certificates cost \$12, payable by cash, check or credit card.

The Davidson County Clerk's office offers a variety of services, including motor vehicles, business licenses, marriage licenses, hotel tax collection, notary registration, driver's license renewals, passports and liquor by the drink licenses. The main office is located at the Howard Office Building at Fulton Complex, 700 2<sup>nd</sup> Avenue South, open Monday-Friday, 8:00 a.m. to 4:30 p.m. There are five satellite offices for motor vehicle services in addition to the main office.

For more information, visit [www.nashvilleclerk.com](http://www.nashvilleclerk.com).

FOR IMMEDIATE RELEASE

Contact: Amanda Virgillito Saad  
The Andrews Agency  
615.242.4400  
[amandasaad@andrewsagencypr.com](mailto:amandasaad@andrewsagencypr.com)



## **Davidson County Clerk's office to celebrate National Passport Day**

March 21, 2011 – John Arriola, Davidson County Clerk, announces plans to celebrate National Passport Day on Saturday, April 9, 2011, 10:00 a.m. to 3:00 p.m. in the main branch office, located at the Howard Office Building at Fulton Complex, 700 2<sup>nd</sup> Avenue South.

This third annual event allows residents the opportunity to sign up for or renew a passport without an appointment. The Davidson County Clerk's office is one of the few area locations that offer full passport services, including photos.

In addition, the office will provide services for certified birth certificate copies and drivers license renewals that day.

"We've seen great response from the public," said Arriola. "The Davidson County Clerk's office began passport services in September 2008, and our participation in the national event has been successful. We handled 100 of the 800 passports processed in the entire southeast during the inaugural National Passport Day, and expect a large turnout this year as well."

As of June 1, 2009, U.S. citizens must present a passport book, passport card, or other travel documents approved by the U.S. government to leave or enter the United States, including Canada, Mexico, the Caribbean and Bermuda.

Passport cards range in price from \$40 to \$141.28 and passport books from \$105 to \$234.00, depending upon age and turnaround time.

The Davidson County Clerk's office offers a variety of services, including motor vehicles, business licenses, marriage licenses, hotel tax collection, notary registration, driver's license renewals, passports and liquor by the drink licenses. The main office, located at the Howard Office Building at Fulton Complex, 700 2<sup>nd</sup> Avenue South, is open Monday-Friday, 8:00 a.m. to 4:30 p.m. There are five satellite offices for motor vehicle services in addition to the main office.

For more information, visit [www.nashvilleclerk.com](http://www.nashvilleclerk.com).

## Arriola, John (County Clerk)

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**From:** Amanda Saad <amandasaad@andrewsagencypr.com>  
**Sent:** Wednesday, April 13, 2011 2:54 PM  
**To:** Workman, Joey (County Clerk)  
**Cc:** Arriola, John (County Clerk); Saad, Jonathan (County Clerk); Susan Andrews  
**Subject:** RE: social media policy - draft  
**Attachments:** image001.jpg; image002.jpg; staff meeting agenda 041411.docx; media policy.docx; social media policy (2).docx; image004.png

Joey,

John and I went through some revisions at lunch today. Please see attached. John said you could format these on appropriate letterhead for distribution at tomorrow's meeting. Feel free to look them over – one more set of eyes is always helpful.

Thanks  
Amanda

---

**From:** Workman, Joey (County Clerk) [mailto:joey.workman@nashville.gov]  
**Sent:** Wednesday, April 13, 2011 11:41 AM  
**To:** Amanda Saad  
**Subject:** RE: social media policy - draft

O.K. Thanks!



Joey Workman  
Chief Deputy Clerk  
Davidson County Clerk's Office

Howard Office Building  
700 Second Avenue South  
Suite 101  
Nashville, TN 37210  
615-862-6050 ext. 77160

---

**From:** Amanda Saad [mailto:amandasaad@andrewsagencypr.com]  
**Sent:** Wednesday, April 13, 2011 11:12 AM  
**To:** Arriola, John (County Clerk)  
**Cc:** Workman, Joey (County Clerk); Saad, Jonathan (County Clerk); Susan Andrews  
**Subject:** RE: social media policy - draft

Joey –

I'm going over these documents with John and Jonathan today, so I can get a final version to you by this afternoon. Since they include company policy, I think the finer points are best addressed by John himself. However, Susan and I would like to take a quick few minutes to introduce ourselves and how/why we're working with the Clerk's office. I've put together a brief agenda to highlight our involvement in the meeting.



I'll get the final versions of Media Policy and Social Media Policy to you soon. In the meantime, please let me know if you have any questions.

Thanks!  
Amanda

---

**From:** Arriola, John (County Clerk) [mailto:John.Arriola@nashville.gov]  
**Sent:** Wednesday, April 13, 2011 7:50 AM  
**To:** Amanda Saad  
**Cc:** Workman, Joey (County Clerk); Saad, Jonathan (County Clerk)  
**Subject:** Re: social media policy - draft

Amanda,  
Thank you for your excellent work please send Mr. Workman a proposed handout & any talking points for my morning meeting with staff to discuss policy.

---

**From:** Amanda Saad [mailto:amandasaad@andrewsagencypr.com]  
**Sent:** Tuesday, April 12, 2011 11:40 AM  
**To:** Arriola, John (County Clerk)  
**Cc:** Saad, Jonathan (County Clerk); Lewis, Colin (County Clerk); Susan Andrews  
<susanandrews@andrewsagencypr.com>  
**Subject:** re: social media policy - draft

Hi John,

Jonathan let me know that your next staff meeting is this Thursday morning. Would you like to take that opportunity to share these documents with your staff? If so, I'll need a little input from you to get them complete and ready in time. Otherwise, please let me know when you'd like to plan for that.

Thanks  
Amanda

---

**From:** Amanda Saad  
**Sent:** Tuesday, April 05, 2011 11:05 AM  
**To:** 'Arriola, John (County Clerk)'  
**Cc:** Jonathan.Saad@nashville.gov; 'Lewis, Colin (County Clerk)'; Susan Andrews  
**Subject:** social media policy - draft

Hi John,

Attached is a draft social media policy for your staff. This is just a starting place, and we can edit to suit your specific needs. Please review and let me know if we're on the right track.

I also have attached a media overview for your staff. It's also in draft form and needs your input. It explains how to handle media when they call or come by for coverage – something to ease their minds. Susan and/or I will come to the next staff meeting to introduce ourselves and explain our involvement with your office. We want everyone to feel comfortable and excited about the positive media coverage we're working to bring. Do you have a date for the next full staff meeting?

We also have a crisis management document if you'd like it. This would be just for you and your senior staff – what do to in case of media emergency.

Thanks

Amanda

Amanda Virgillito Saad

**The Andrews Agency**

209 10th Avenue South

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[www.andrewsagencypr.com](http://www.andrewsagencypr.com)

Follow us on twitter: [AndrewsAgencyPR](https://twitter.com/AndrewsAgencyPR)

John Arriola - Davidson County Clerk

Staff meeting agenda

Thursday, April 14, 2011

#### Introductions

- John introduces Susan and Amanda, who highlight the relationship between Andrews Agency and Clerk's office (5 minutes)
  - Who we are – brief background
  - What we do – public relations and strategic planning
  - Why we're here – positive press and visibility for John and his wonderful staff

#### Media Policy

- John will go over the office's new media policy (3 minutes)
  - It's a 'how to' guide for what to do if/when media contact the office for interviews

#### Social media policy

- John will introduce this new policy, highlighting key points from the document (5 minutes)
  - Meant as an outline to protect the office and employees

Davidson County Clerk  
2010-2011 Staff Media Policy

All Metropolitan Nashville Government employees in the Davidson County Clerk's office must adhere to the following policy regarding media interaction.

Staff instruction on media inquiries, phone calls or visits to the department:

- If a member of the media calls or arrives at the office, greet them courteously. Ask their name and affiliation. Next, alert Joey Workman or Jonathan Saad. They will connect the media with John.
- Members of the media are not permitted to tour the office without prior consent. However, if they become insistent they should not be restrained. Please alert John Arriola immediately if this happens.
- In order to maintain consistent messaging to the public, it's important that no one other than John Arriola or appointed staff interview with the media. If a member of the media asks to speak with you, please contact Joey or Jonathan. This should not alarm you. This policy is in place to make sure John is aware of all media interactions and to streamline the media process.

If you have any questions regarding this policy, please feel free to discuss this with your supervisor.

For staff approved to represent the Davidson County Clerk's office:

- When approached by the media, get a name and affiliation.
- Determine their needs how the department can assist them.
- Ask for their deadline.
- Tell the reporter you are happy to answer their questions, but require some time to prepare. You can always say you'll be happy to meet their deadline, but have some business you must first attend to. (A cordial response will go a long way.). Based on their deadline, tell them you will be back with them by 0:00.
- Schedule a specific time for the interview.
- Contact The Andrews Agency for assistance with talking points.
- Recommend you write down your talking points and key messages you want to convey.
- Ideally, John Arriola will represent the office in all instances. If he is unavailable, work with him to craft an appropriate response before speaking with the media.

Guidelines are as follows

- Your Internet postings should not disclose any information that is confidential or proprietary to the company or to any third party that has disclosed information.
- If you comment on any aspect of the company's business or any policy issue in which the company is involved and in which you have responsibility, you must clearly identify yourself as a Davidson County Clerk employee in your postings or blog site(s) and include a disclaimer that the views are your own and not those of Davidson County Clerk.
- Your Internet posting should reflect your personal point of view, not necessarily the point of view of Davidson County Clerk. Because you are legally responsible for your postings, you may be subject to liability if your posts are found defamatory, harassing, or in violation of any other applicable law. You may also be liable if you make postings which include confidential or copyrighted information (music, videos, text, etc.) belonging to third parties. All of the above mentioned postings are prohibited under this policy.
- Those with leadership responsibilities, by virtue of their position, must consider whether personal thoughts they publish, even in clearly personal venues, may be misunderstood as expressing Davidson County Clerk positions. They should assume that their team and those outside the office will read what is written. A public blog is not the place to communicate policies to employees. Assume your thoughts are in the public domain and can be published or discussed in all forms of media. Have no expectation of privacy.
- Respect copyright, fair use and financial disclosure laws. Always protect sensitive information, such as protected acquisition and personally identifiable information. Do not publish or report on conversations that are meant to be pre-decisional or internal to Davidson County Clerk unless given permission by management.

These guidelines are reasonably generic and are meant to act as a protection for both this office and the employees working here. Not following these guidelines will lend persons to being the subject of punishment and possibly even termination.

## What Is Social Media?

Social media can be roughly defined as the tools and content that enable people to connect online, share their interests and engage in conversations. Examples include blogs, microblogs, wikis, media-sharing sites, social networks, and bookmarking sites.

## Why Participate?

- Stay in contact with people you know
- Extend your network
- Formalize a relationship with someone you met in person by connecting online
- Establish new relationships with people you may not have met otherwise
- Learn who your acquaintances are connected to and ask for introductions
- Establish your credentials and build your professional reputation
- Become an authority in your area of expertise
- Be the go-to-person for information and referrals
- Build trust
- Sharing good information and engaging in conversations will help you become more trusted over time. People do business with people they trust
- Learn new things
- Connect with thought-leaders and learn about new tools and trends
- See what others are saying about key issues and news

## When to participate:

- Our office in no way is discouraging employees to participate in social media. However, these online activities should not hinder an employee from accomplishing their assigned work.
- For this reason employees must refrain from excessive use any form of online social networking during the hours in which they are being compensated for work at the Davidson County Clerk office.
- Furthermore there are general guidelines employees should follow when using online social networking in their personal lives in regard to privileged company information.

## Amanda Saad

---

**From:** Amanda Saad  
**Sent:** Friday, May 06, 2011 1:34 PM  
**To:** 'Arriola, John (County Clerk)'  
**Cc:** 'jonathan.saad@nashville.gov'; Susan Andrews  
**Subject:** next meeting  
**Attachments:** image001.jpg; image002.jpg; image003.jpg

Hi John,

Congrats on a great event last night. I think the location was really unique and creative. Hope you're happy with the turnout.

Susan and I would love to meet with you soon to discuss the next round of projects, including green parking. I know that's coming right up and we want to be sure we've got a good handle on the timeline and goals there. What does next week look like for you?

Thanks  
Amanda

Amanda Virgillito Saad

**The Andrews Agency**

209 10th Avenue South

Suite 323

Nashville, TN 37203

P (615) 242-4400

F (615) 242-4404

[www.andrewsagencypr.com](http://www.andrewsagencypr.com)



## Amanda Saad

---

**From:** Amanda Saad  
**Sent:** Wednesday, June 01, 2011 11:35 AM  
**To:** 'Arriola, John (County Clerk)'  
**Cc:** Susan Andrews; 'Saad, Jonathan (County Clerk)'  
**Subject:** drafts for TN Tribune + Green Hills News  
**Attachments:** image001.jpg; image002.jpg; image003.jpg; budget implications - North and Green Hills.doc

Hi John,

I've drafted a pitch for both TN Tribune and Green Hills News regarding budget. Please see attached - there's one on each of two pages. With your approval of the text, Susan and I will pitch these publications for coverage. Please let me know if you have any notes.

Thanks  
Amanda

Amanda Virgillito Saad

**The Andrews Agency**

209 10th Avenue South

Suite 323

Nashville, TN 37203

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FOR TN TRIBUNE:

I know you're aware that the city's budget process for fiscal year 2011-12 is under way. Many departments have been asked to make cuts, including the County Clerk's office. In addition to the main office, the County Clerk operates five satellite locations to serve various regions of Davidson County: Green Hills, Hermitage Police Precinct, North Police Precinct, Old Madison Library and South Police Precinct. Budget reductions from previous years have totaled more than \$750,000, and have included a cut of seven staff positions. This makes staffing the satellite offices a challenge.

The Mayor's proposed budget for 2011-12 requests a reduction of \$61,300 from the County Clerk's budget, which would eliminate one full-time position plus general operating expenses. The current recommendation is to close one satellite location. The two under consideration are the Green Hills and North Nashville locations.

Budget debates will continue until the end of the fiscal year, June 30, when the council will either approve the Mayor's proposed budget or their own substitute budget. A story in the TN Tribute about the implications of closing the North Precinct locations might be helpful. The council has this Clerk position on their 'wish list,' meaning they will work to keep it if at all possible. Publicity on the matter, as well as phone calls and emails of support from citizens, might have a positive impact on the decision.

I know you're well aware of John Arriola's hard work to reopen the North Precinct location. Any attention you can bring to the matter would be appreciated by your readers, I'm sure. I'm happy to schedule time for you to speak with John, if needed.

Thanks for your consideration.

FOR GREEN HILLS NEWS:

I know you're aware that the city's budget process for fiscal year 2011-12 is under way. Many departments have been asked to make cuts, including the County Clerk's office. In addition to the main office, the County Clerk operates five satellite locations to serve various regions of Davidson County: Green Hills, Hermitage Police Precinct, North Police Precinct, Old Madison Library and South Police Precinct. Budget reductions from previous years have totaled more than \$750,000, and have included a cut of seven staff positions. This makes staffing the satellite offices a challenge.

The Mayor's proposed budget for 2011-12 requests a reduction of \$61,300 from the County Clerk's budget, which would eliminate one full-time position plus general operating expenses. The current recommendation is to close one satellite location. The two under consideration are the Green Hills and North Nashville locations.

Budget debates will continue until the end of the fiscal year, June 30, when the council will either approve the Mayor's proposed budget or their own substitute budget. Finance director Rich Reibeling made a comment in a recent budget hearing about possibly closing the Green Hills location and moving it near Nashville West on Charlotte. The Green Hills office is under scrutiny because it's the only location that requires monthly rent for the office space. However, it also does a large volume of business and is of great convenience to many.

A story in Green Hills News about the implications of closing the Green Hills location might be helpful. The council has this Clerk position on their 'wish list,' meaning they will work to keep it if at all possible. Publicity on the matter, as well as phone calls and emails of support from citizens, might have a positive impact on the decision.

John Arriola has worked hard to make the Clerk's office services convenient for all Davidson County residents, including these satellite locations. Recent renovations at the Green Hills location show his dedication to that area. Any attention you can bring to the matter would be appreciated by your readers, I'm sure. I'm happy to schedule time for you to speak with John, if needed.

Thanks for your consideration.

FOR IMMEDIATE RELEASE

Contact: Amanda Virgillito Saad  
The Andrews Agency  
615.242.4400  
[amandasaad@andrewsagencypr.com](mailto:amandasaad@andrewsagencypr.com)



**JOHN ARRIOLA**  
**DAVIDSON COUNTY CLERK**

## **Davidson County Clerk's office to provide Green Parking permits**

June 15, 2011 – Beginning July 1, the Davidson County Clerk's office will provide Green Parking permits to those who own clean technology vehicles, including hybrid vehicles that use both electric and gasoline engines for power, or non-hybrid vehicles that get very high gas mileage and have very low exhaust emissions.

Applications for the permits, which provide access to free meter parking in the downtown Nashville central business improvement district, are available at the County Clerk's main office in the Howard Office Building at Fulton Complex, 700 2<sup>nd</sup> Avenue South, and at all five satellite locations. The permits are available for private passenger vehicles and may be obtained with an annual fee of \$10. The permits are valid for a period of one year and shall be issued at the time the motor vehicle is registered.

"Metro Council members Jason Holleman and Mike Jameson worked to make this program a reality, and I'm glad that the Clerk's office is part of this step to make Nashville a green city," said John Arriola, Davidson County Clerk. "There are close to 35,000 eligible cars registered in Davidson County, so I hope residents will take full advantage of the opportunity, and that this will provide further incentive to consider clean technology vehicles."

Clean technology vehicles are vehicles rated by the U.S. Environmental Protection Agency with a minimum environmental performance score of at least 7 for both Greenhouse Gas and Air Pollution, and a total combined score of 16 or higher. A vehicle's Environmental Performance Score can be determined by inputting the vehicle's information into the Green Vehicle Guide located at <http://www.epa.gov/greenvehicles>.

Vehicles that do not meet clean technology requires may still be able to obtain a Green Parking permit by purchasing carbon offsets from EarthCredits, a local nonprofit organization qualified to sell carbon offsets. More information is available at [www.earthcredits.org](http://www.earthcredits.org). Proof of purchase should be submitted with an application and fee at time of vehicle registration.

Residents with Green Parking permits must adhere to all parking laws, including properly parking in metered spaces and parking no longer than meter limits. Green Parking permits are tied to vehicle VIN numbers and cannot be shared with another vehicle.

The Green Parking permit program is an initiative of Mayor Dean's Green Ribbon Committee on Environmental Sustainability, and was passed by Metro Council in December 2010. For more information, visit <http://nashvilleclerk.com/motor-vehicles/green-parking-permit/>.

The Davidson County Clerk's office offers a variety of services, including motor vehicles, business licenses, marriage licenses, hotel tax collection, notary registration, driver's license renewals, passports and liquor by the drink licenses. In addition to the main office, there are five satellite offices for motor vehicle services. For more information, visit [www.nashvilleclerk.com](http://www.nashvilleclerk.com).

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FOR IMMEDIATE RELEASE

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## **Davidson County Clerk North Nashville and Green Hills satellite offices to remain open**

June 28, 2011 – Davidson County Clerk John Arriola announced today the North Nashville and Green Hills satellite offices will both remain open. In recent months, there have been discussions about possibly closing one or more of the satellite offices of the Davidson County Clerk because of the pressure on local governments due to the poor economy.

In making the announcement, Arriola said, "Since the discussion about closing one or more offices became public, I've heard from the political leadership here in North Nashville and in Green Hills. I've also spent more time than usual at our satellite locations talking to customers who use those facilities."

Arriola added, "I have determined that the modest savings we would achieve by closing either one of these offices would have created a hardship for tens of thousands of Davidson County residents. I believe the people of Davidson County elected me to make good decisions and that's what I'm doing today."

The Davidson County Clerk serves the public from six locations. It operates the main office on 2<sup>nd</sup> Avenue South and five satellite offices. Currently, it has satellite offices at the North Nashville Police Precinct, the South Nashville Police Precinct, the Hermitage Police Precinct, the old Madison Library and Green Hills at Grace's Plaza. The office will continue to serve the public from six convenient locations.

The Green Hills office serves about 5,000 people a month and the North Nashville location serves about 2,500 each month. That means these two offices serve more than 90,000 people each year.

It costs approximately \$4.3 million per year to operate all six offices. But the office takes in more than \$4.7 million per year in fees and commissions from individuals and businesses. In recent years, the clerk's office has been able to return more than \$400,000 in fees to the city's general fund.

Arriola added, "Our annual budget is \$700,000 lower than it was just a few years ago and we have eight fewer fulltime employees. We operate our offices efficiently and effectively. I believe we can keep these offices open and continue to return more money to the general fund than it costs to operate our offices."

Arriola said he will continue to review all satellite offices on an annual basis and make decisions about which offices to keep open based on their use and efficiency.

The North Nashville satellite office, located at 2231 26th Ave. North, opened November 17, 2010. Housed in the same space at the North Nashville Police Precinct, this satellite location offers new vehicle registration, vehicle registration renewals, duplicate registrations and title transfers.

The main office moved from Metro Center to the newly renovated Howard office building at Fulton Campus December 20, 2010.

The Davidson County Clerk's office offers a variety of services, including motor vehicles, business licenses, marriage licenses, hotel tax collection, notary registration, driver's license renewals, passports and liquor by the drink licenses.

For more information, visit [www.nashvilleclerk.com](http://www.nashvilleclerk.com).

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